

**ORDINANCE NO. 3578-21**

**AN ORDINANCE TO AMEND AND REVISE CHAPTER 4 “ADMINISTRATIVE OFFICES” OF THE BOROUGH CODE OF THE BOROUGH OF RUTHERFORD TO CREATE THE POSITION OF COMMUNICATIONS MANAGER**

**WHEREAS** the Governing Body of the Borough of Rutherford believes it is in the best interest of the Borough to amend the Borough Code to create the position of Communications Manager.

**BE IT ORDAINED** by the Mayor and Council of Rutherford, County of Bergen, State of New Jersey, as follows:

**SECTION 1. Article XI** “Communications Manager” is hereby added to the Borough Code of the Borough of Rutherford as follows:

**§4-52. Position Created.**

There is hereby created the office of Communications Manager.

**§4-53. Duties of Communication Manager.**

- A. Assist in research, writing, editing, and proofing social media, website and other online and print content.
- B. Create or oversee and support development of print and online materials, which may include reports, brochures, flyers, newsletters, posters, PowerPoint presentations, training materials, signage, ads, displays, fact sheets and other promotional efforts.
- C. Oversee development and/or create, edit, publish, monitor and track content for public and websites, helping to keep the sites relevant and up to date and visitors engaged.
- D. Assist with overseeing the creation, editing, publishing and monitoring of social media content for Facebook, Twitter and YouTube and assist in recording and/or posting videos on social media platforms. Research and recommend new social media websites, as needed.
- E. Support and coordinate community and program outreach strategies to improve public awareness of and involvement in Borough services, programs, plans and projects.
- F. News Media: Support press and media relations, including drafting and editing of news releases, media advisories, talking points, maintaining a current press list and media materials, and coordinating media training.
- G. Assist in communications requested by the Governing Body and/or Borough Administrator.

§ 4-54. Terms of Employment.

- A. For the above services the Communications Manager shall receive such remuneration as the Mayor and Council may from time to time adopt by ordinance.
- B. The Communication Manager shall be a part time at will employee of the Borough of Rutherford, not to exceed 24 hours per week.
- C. This position is an unclassified civil service position.


**SECTION 2.** All ordinances of the Borough of Rutherford, which are inconsistent with the provisions of this ordinance, are hereby repealed to the extent of such inconsistency.

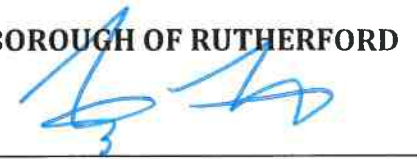
**SECTION 3.** If any section, subsection, clause or phrase of this ordinance is for any reason held to be unconstitutional or invalid by any court or competent jurisdiction, such decision shall not affect the remaining portion of this ordinance.

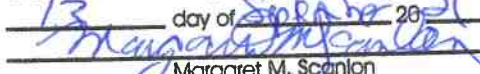
**SECTION 4.** All other provisions of §4 of the Code of the Borough of Rutherford are not further amended and remain in full force and effect.

The ordinance shall take effect immediately upon final passage.

**ATTEST:**

  
Margaret M. Scanlon, Borough Clerk

**BOROUGH OF RUTHERFORD**  
  
Frank Nunziato, Mayor

I hereby certify that this is a true and exact copy of an ordinance adopted by the Mayor and Council of the Borough of Rutherford on the 13 day of September, 2021  
  
Margaret M. Scanlon  
Borough Clerk